



FROG® Co-op Guidelines for Dealers

October 1st, 2025 - September 30th, 2026

All Dealers Can Promote FROG Products for up to \$1,500 Reimbursed in Free Products

Co-op Qualifying Opportunities:

- Digital Banner Ads
- Email Blasts
- Paid Social Media Ads
- Radio or Television Ads
- Newspaper Ads
- Magazine Ads
- Direct Mail Postage
- Newsletters
- Customized On-Hold Messages
- Truck Side Advertising
- Custom Printed Banners/Flags
- Creative Ideas Welcome!

Co-op Qualifying Opportunities:

- FROG Product Trademark or Registration must be noted
- Product artwork must represent the most current product features, look, and messaging
- Ads must clearly articulate the benefits of a FROG product to the consumer
- Ad text must meet EPA requirements. Use only copy found on FROG packaging, brochures, or website.
- Ads must be for King Technology specific SKUs.
- Only Minimum Advertised Price (MAP) compliant retailers are eligible

Co-op Reimbursement:

- Co-op is based on the percentage of FROG coverage in the ad or marketing piece. For example, if FROG takes ½ the piece, King will reimburse ½ your cost in eligible goods (percentages determined at King's discretion).
- Maximum Co-op allowance of \$1,500 per store location
- All Co-op reimbursement will be paid in select FROG Products, or FROG apparel & promotional items.

Not Eligible:

- Advertising submitted using only a logo or out-of-date artwork/messaging
- Logos linking only to King's website
- Digital Ads for marketplace resellers
- Replacement products will NOT be used as reimbursement

Co-op Program Step-by-Step Instructions:

1. Create an ad with FROG logos and product photos. Pre-made templates available or create your own ad using our image library.
2. Submit your ad or promotion to King before publishing to ensure all requirements are met. Once published, submit a finished (printed) sample or image of the ad or promo piece and the invoice showing proof of total cost
3. King will email you the approved Co-op Dollar amount with a link to the product order page for reimbursement
4. Free products will be shipped directly to you, freight paid!

All submissions: partners.kingtechnology.com/programs/co-op-advertising by December 31, 2026 for advertising done between October 1st, 2025 - September 30th, 2026

Questions? Reach out to us at salesupport@kingtechnology.com

MANUFACTURED BY



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